

Package Media, Inc.

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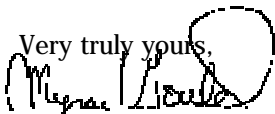
Dear Colleague,

Enclosed you will find information about the programs we manage, the markets they service and background about our company.

We appreciate your interest and would like to help you with anything you require. Please do not hesitate to contact us with your questions.

For the most current information, visit <http://packagemedia.com>

Very truly yours,



Myron Gould
President

mgould@packagemedia.com

P.S. – You can create and track Clearance Requests and Orders in real time on CustomerNet™, our online customer service network. Contact your sales representative for details.

Media Sales Management

141 East 33rd Street – Suite 2D, New York, NY 10016

Phone: 212.532-2128 Fax: 212.532.5498

Email: info@packagemedia.com Website: <http://packagemedia.com>

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List of Materials Included

Fact Sheets:

- Added Value Media Sales Management
- Quick Facts about Newspaper Readership
- Quick Facts about the Seniors Market
- Quick Facts about Our Network
- Quick Facts about Clipperama™
- Clipperama™ Brings you New Customers

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Added-Value Media Sales Management
Familiar Tools, New Dimensions – Exponential Returns

There's a new recipe for media sales management. A heaping spoonful of sales expertise and a zest for creative strategic planning blended to perfection result in exceptional opportunities for clients of Package Media, Inc.

Media viewed through both sides of the looking glass –

- Traditional “push” efforts promoting use of print, insert and cooperative programs
- Cutting-edge “pull” efforts where media venues are leveraged as bargaining chips resulting in added value partnerships and increased brand awareness

Experienced sales executives and seasoned marketing strategists with a fresh, cutting –edge approach to media management have joined forces.

Our team has been involved in the media marketplace for more than 25 years, as brokers, managers, program owners and mailers. We have practiced every aspect of our craft at every level. Members of our team are nationally recognized as the experts industry, trade groups and media call on for consultation, information and direction.

We have been developing strategic plans and negotiating win-win marketing partnerships for more than 30 years. Our clients have spanned the full spectrum of business from small and midsize organizations to Fortune 100 companies.

Contact us when you want a full-service media sales management company with a can-do attitude, the credentials to support it – and expertise that will add revenue to your bottom line and increase brand awareness.

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Quick Facts About Newspaper Readership

- Two-thirds (67%) of adults regularly check newspaper preprints and ROP ads*
- 9 in 10 (90%) of adults read newspaper preprints and ROP ads at least occasionally*
- Newspapers are the primary source of advertising and shopping information for 63% of consumers*
- Single copy buyers are NOT much different from subscribers in using newspaper preprints.
- 67% of subscribers regularly read inserts, as do 60% of single copy buyers*
- Readers check newspapers for shopping ideas, bargains and sales, as well as to comparison shop, and find coupons*
- Newspaper ads by nature exist within an editorial environment that ultimately encourages advertising readership*
- A substantial majority of consumers prefers preprints to be delivered with newspapers (63%), rather than by direct mail (25%). They tend to feel strongly about their preference of delivery*
- 52% of respondents use newspapers when they want to check advertising**
- 66% of adults had read a Sunday newspaper in the past four weeks prior to the survey**
- 63% of adults had read a Monday-Saturday edition of a daily paper in the 7 days prior to the survey**
- 41% of adults think newspapers are more valuable in planning shopping as compared to 23% who prefer the Internet**
- 42% of adults over age 35 find newspapers to be more convenient to use than the Internet in finding coupons and offers**
- When identifying preferred methods for receiving advertising, newspapers lead direct mail in every age category**
- 36% of respondents 25-34 years of age prefer to receive advertising via newspapers. Direct mail is preferred by 25% of the same age group. Newspaper preference expands with each successive age group after age 35**
- 67% of newspaper readers in the top 50 markets have HHI of \$150,000 plus**
- 150,074,000 people read daily newspapers***

Sources:

*2001 Newspapers Association of America National Report: Newspaper Advertising of ROP, Inserts and Coupons

**Newspaper Association of America Research 'How America Shops and Spends 2006'

***Scarborough Research Top 50 Market Reports 1998-2005

Newspapers in our network are their readers' publications of choice.

85% read these publications from cover-to-cover every issue!

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Quick Facts About the Seniors Market!

- Seniors are the nation's largest and fastest growing age group
- The Seniors market (age 50+) includes 73 million adults
- It is comprised of 45 million households
- 79% of Seniors own their own homes
- They control 70% of the net worth of US households
- Seniors account for 77% of all financial assets
- They account for 80% of all savings and loan deposits
- They account for 80% of all luxury travel
- 47% go on cruises
- 50% own Rvs
- They account for 77% of prescription and 61% of over-the-counter drug purchases
- Seniors spend more on health and personal-care products than any other age group
- They account for 43% of new domestic car and 48% of all luxury car purchases
- Seniors account for 50% of all discretionary spending and 40% of total consumer demand
- They are the only triple-buying market; they buy for themselves, their children and their grandchildren
- They eat out an average of three times per week, consuming more than 50 million restaurant meals weekly
- They watch more television and read more newspapers than any other group

Our Senior Newspaper network reaches this robust, lucrative market. Your inserts will be delivered in newspapers and magazines that are their readers' publications of choice.

85% read these publications from cover-to-cover every issue!

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Quick Facts About Our Network

- Reach a total unduplicated distribution of 1.115M monthly
- Reach 645M unduplicated consumers through audited or verified programs
- Reach 790M consumers monthly, unduplicated in the Family and Parenting market segment
- Reach 365M consumers monthly, unduplicated in Senior market segment
- Reach 615M unduplicated consumers weekly
- Reach 260M consumers through subscription or controlled circulation program
- Reach 75M consumers through our Arts/Entertainment program--75M (Milwaukee)
- Reach highly responsive markets that have not been overly saturated...where your mailers' offers will be considered to have "added value"
- Market to consumers through established programs in existence for many years

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Quick Facts about Clipperama™

Clipperama™ reaches highly loyal readers of community and niche market newspapers nationally. These are the newspapers of choice their readers rely on as rich sources of trusted community news, information, and lifestyle interests.

Independent research shows that 85% of recipients read these papers from cover-to-cover. Your message will be noticed – it will not be lost in the clutter.

Advertisers that rely on big-city newspapers miss these fertile sources for customer acquisition.

Reach middle-American demographics through this cost-effective, targeted program.

Clipperama™ puts you in front of highly responsive, under-serviced consumers. This is a strong opportunity for national advertisers and direct marketers to present their messages with just one buy – no hassles, no printing inserts, no shipping costs – supply your artwork, and we will do the rest.

Now is the best time to participate – Clipperama™ is a new program, distributed through established venues to new prospects likely to be part of your targeted market segments... and they have never seen your message before!

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Clipperama™ Brings You New Customers

Here are three reasons why Clipperama™ can become your rich source for new customers:

1. Staying Power – these newspapers have strong pass-along readership. Your message will be seen by millions of people.
2. Market Focus – Clipperama™ reaches two of the most sought after market segments – families with children and seniors with strong discretionary income.
3. Lifetime Value – members of the two markets Clipperama™ focuses on are highly brand loyal and will remain your customers over the long term

Clipperama™ Statistics

- Total Circulation 2,000,000
- 74% of the newspapers carrying Clipperama™ are audited, the balance are sight-verified
- 66% Female readership
- 50% have household income over \$35,000
- 68% Family & Parenting Demographic
- 61% live in non-metropolitan areas

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